2061036757

Source: https://www.industrydocuments.ucsf.edu/docs/xmxp0003

The ultimate in smoking pleasure is yours when you choose one of these Premium Brands. And now their exceptional taste and style can be yours at some very special savings.

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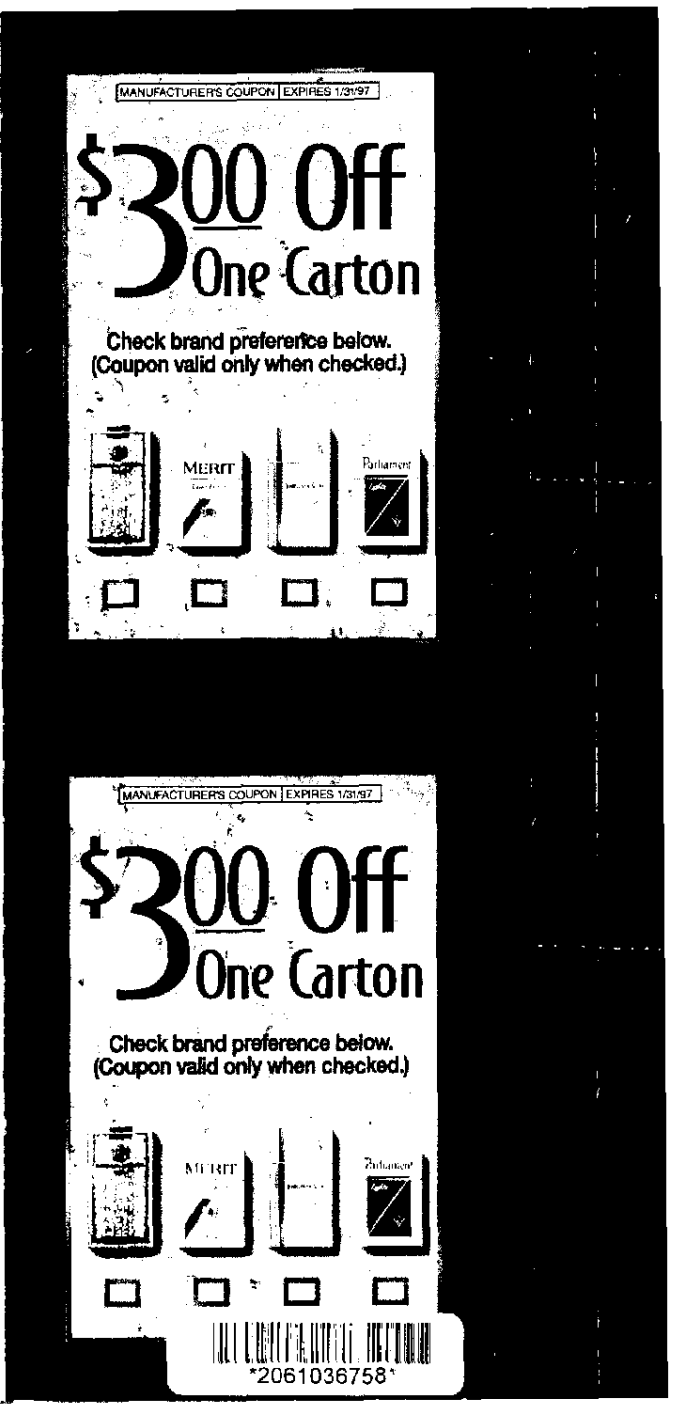
And though opportunities like this don't come by every day, you could qualify for more great offers like this just by filling out the enclosed survey. Talk about your lucky day...

PM INC
VENI VIDI VICI




2061036758

Source: https://www.industrydocuments.ucsf.edu/docs/xmxp0003

999999999999999

# $3.00 Off One Carton

CONSUMER: [illegible]

RETAILER [illegible]

06230

5 28200 00087 8

999999999999999

$3.00 Off One Carton

CONSUMER: [illegible]

RETAILER [illegible]

06231

5 28200 00087 8

2061036759

Source: https://www.industrydocuments.ucsf.edu/docs/xmxp0003

9999999999999999

# $3.00 Off One Carton

**CONSUMER:** Limit-one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

**RETAILER:** Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢.

Redeem by mailing to:
Philip Morris U.S.A.
CMS Dept. 28200
1 Fawcett Drive
Del Rio, Texas 78840

06232

5 28200 00087 8

© Philip Morris Inc. 1996

9999999999999999

# $3.00 Off One Carton

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Philip Morris U.S.A.
CMS Dept. 28200
1 Fawcett Drive
Del Rio, Texas 78840

06234

5 28200 00087 8

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Source: https://www.industrydocuments.ucsf.edu/docs/xmxp0003

9999999999999999

# $3.00 Off One Carton

CONSUMER: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

RETAILER: Philip Morris will reimburse you the face value of the coupon plus $0.08 handling and postage provided you and the consumer have complied with the terms hereof. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 28200, 1 Fawcett Drive, Del Rio, Texas 78840.

06235

5 28200 00087 8

© Philip Morris Inc. 1996

9999999999999999

# $1.25 Off Three Packs

CONSUMER: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in the promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

RETAILER: Philip Morris will reimburse you the face value of the coupon plus $0.08 handling and postage provided you and the consumer have complied with the terms hereof. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 28200, 1 Fawcett Drive, Del Rio, Texas 78840.

06304

5 28200 00034 2

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# 40¢ Off One Pack

CONSUMER: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

RETAILER: Philip Morris will reimburse you the face value of the coupon plus $0.08 handling and postage provided you and the consumer have complied with the terms hereof. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 28200, 1 Fawcett Drive, Del Rio, Texas 78840.

06228

5 28200 00040 3

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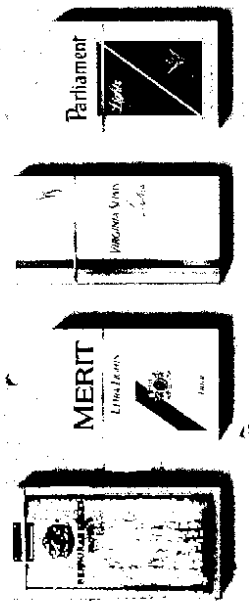
25-0060374




Merit: 5 mg "tar," 0.4 mg nicotine—Virginia Slims: 8 mg "tar," 0.7 mg nicotine—Parliament: 8 mg "tar," 0.7 mg nicotine—Benson & Hedges: 15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

"2061036761"

DETACH, MOISTEN EDGES, SEAL AND MAIL

# Simply answer this quick survey, and you could come in to more coupons, terrific offers, even merchandise and rewards free with pack UPCs. Please respond by 1/31/97.

Survey limited to smokers 21 years of age or older.

**Tell us the brand you'd like to receive future offers from. (Please choose only one.)**

❑ BENSON & HEDGES 100's ❑ MERIT
❑ PARLIAMENT ❑ VIRGINIA SLIMS

9999999999999999
Mr. Sample A. Sample, Sr.
Apt. #000
123 Main Street
Anytown, US 00000-0000

1. What is your regular brand of cigarettes – that is, the brand you smoke most often?

_____
(Brand)

2. Is your regular brand...? (Check one.)
   - ☐ Regular/King Size
   - ☐ 100's
   - ☐ 120's

3. Is your regular brand...? (Check one.)
   - ☐ Menthol
   - ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
   - ☐ Full Flavor
   - ☐ Medium
   - ☐ Light/Mild
   - ☐ Ultra/Extra Low Tar
   - ☐ Lowest/1mg Tar

5. Got a friend over 21 who smokes who's also open to great opportunities? Let us know here.

Name _____

Phone (___) _____

**By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.**

**Signature X** _____
(required)

**Birth Date** ____ / ____ / ____
(required) Month Day Year

**Today's Date** ____ / ____ / ____
Month Day Year

We respect the privacy of our smokers. Your name will not be rented to any non-Philip Morris company.

© Philip Morris Inc. 1996

SM_0000074

2061036761

Source: https://www.industrydocuments.ucsf.edu/docs/xmxp0003